

ATTACHMENT A

Plaintiffs' Exhibit 68

Special Enrollment Period 2021	HealthCare.gov																												CPPs	1H'21 Est. TV GRPs	1H'21 Est. Impressions	Client Cost	% OF BUDGET
	1H 2021																																
	JAN				FEB				MAR				APRIL				MAY				JUN												
	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21							
General Market 18-54 (Uninsured)																																	
Primerline						1	1	1					1	1	1					1							7						
Cable						38	38	38					38	38	38					38	38	38					340						
Cable Sports						6	6	6					6	6	6					6	6	6					51						
Broadcast Sports						2.5	2.5	2.5					5	5	3					2.5	2.5	1.5					27						
LINEAR TV						47	47	47					47	47	47					47	47	47					425	661,513,823.20		39%			
OTT						15	15	15					15	15	15					15	15	15					135	210,915,110.54		13%			
PROGRAMMATIC MEDIA						18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18		174	276,085,326		7%		
HIGH IMPACT DIGITAL																											32	50,000,000		4%			
SOCIAL						9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9		120	187,611,984		9%		
SEARCH						1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		12	18,764,308		20%		
AA/Block A18-54 (Uninsured)																																	
Targeting & Budget Allocation																																	
LINEAR TV						7	7	7					7	7	7					7	7	7					60	93,918,148		3%			
OTT						1	1	1					1	1	1					1	1	1					12	18,340,444		1%			
DIGITAL PROGRAMMATIC						4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		48	69,021,332		2%		
SOCIAL						2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		21	33,107,997		2%		
Advertising																																	
TOTAL																											1,040			0.3%			

NOTE: LINEAR/OTT BUDGETS INCLUSIVE OF SUBCONTRACTOR MEDIA BUYING AGENCY COMMISSION